This presentation premiered at WaterSmart Innovations

watersmartinnovations.com
Savings Delivered by Email & Snail Mail: Can It Really Be That Easy?

Martha Wright
Conservation Resource Analyst

WaterSmart Innovations
October 3, 2019
San Antonio Water System

• 1.8 million served water & wastewater
• Produce and deliver water
• Over 500,000 accounts
• Diverse Customer Base
  – 71% volume residential (indoor & outdoor)
  – 23% volume commercial/industrial
  – 6% volume commercial landscape irrigation
• Conservation Drivers
  – Fast growing region
  – Drought prone with strict aquifer regulations
  – Part of San Antonio culture
Messaging within a Neighborhood
Messaging within a Neighborhood
Random Control Trials

• Challenge: it’s difficult to evaluate programs when weather is so different year to year

• Two ways of doing random control trials
  – Select customers for groups
  – Invite customers to opt in
Engagement

Print Mail vs. Email

Sent invitations to ~6,600 people via print & email

- Responses from ~900, which is 14%
  - YES
    - Selected
      - Followed Through (Treatment Group)
      - Did Not Follow Through (Excluded from Analysis)
  - NO
    - Not Selected – Control Group
More Firsts: WaterSmart and Random Control Trials

Select Customers

- **First Year Pilot**
  - Random control trial
  - 10,000+ high use customers and low-income customers

- **Now, open enrollment for past 1.5 years**
  - 45,000+ active recipients in past year
  - 10,000+ registered for portal
WaterSmart Pilot

![Graph showing WaterSmart Pilot data]

- High User Print Selects
- WaterSmart Print Controls
- SAWS Comparison Controls

Beginning of Program
Generic Marketing

Neighborhood Sweep

• Choose a neighborhood
  – High Use
  – New
  – Etc.

• Send mail to “Residents of Stillwater Ranch”

Dear Resident of Stillwater Ranch,

Did you know your irrigation system can use more water in a week than your family uses for all its other needs in a month? Is your irrigation system putting down more water than your landscape needs? Or, is your landscape demanding more water than you might be willing to pay for? Together, let’s find out how much water and money you can save!

The Trinity Glen Rose Groundwater Conservation District (TGRGCD)* is teaming up with SAWS Conservation Department to urge and incentivize Stillwater Ranch residents with irrigation systems to sign up for a FREE WaterSaver Irrigation Consultation. Upon completion of your consultation you will be given a $50 gift coupon courtesy of TGRGCD. Through this program many customers have saved thousands of gallons of water per month while helping their landscape thrive.

SAWS is dedicating five days just for residents of Stillwater Ranch to schedule their own consultations. The dates are Monday, October 16, through Friday, October 20. Here’s how it works:

• A consultant will meet you at your scheduled time and check your irrigation system to determine how it’s performing and evaluate existing landscape conditions (Approximately 1 hour).
• Review your irrigation controller settings to make sure they are set appropriately to meet your landscape needs and compensate for your weather conditions.
Personalized Marketing

Winter Averaging Mailer

Dear <<customer name>>,

We want to help you save money and water. In a review of our records, we noticed your household used an average of 19,451 gallons during the 2017 winter months when SAWS sets sewer rates for your home. High water consumption during winter means higher sewer rates for you all year. To help you achieve savings, we are offering you a FREE WaterSaver Irrigation Consultation that may help you reduce water usage, and thus your sewer charges in 2018.

Analysis of your household water patterns revealed that your summer monthly usage average of 20,012 gallons was similar to your winter monthly average. We usually see winter usage that is significantly lower than summer because of the cooler weather. Our FREE WaterSaver Irrigation consultations typically help customers save thousands of gallons per month. The consultants we send to your home are plant and irrigation experts eager to help your landscape thrive year-round while saving money.

SAWS is dedicating five days for homeowners like you to schedule a one-on-one consultation. The dates are December 4 (Monday) through December 15 (Friday). After you schedule an appointment, a consultant will visit your home to identify and discuss areas for water conservation. It is a free consultation and does not obligate you to any purchase or service.

Thank you for your attention to the conservation of our precious water supply. If you have any questions, please contact our customer service department at 1-800-720-WATER (9283).

SAWS conservation consultants will help identify design flaws in your irrigation system, that, if changed, can result in both water savings and healthier landscapes.

October 9, 2018
Personalized Marketing

Winter Averaging Mailer

SAWS conservation consultants will help identify design flaws in your irrigation system that, if changed, can result in both water savings and healthier landscapes.
Dear <<customer name>>,

We have a special offer to help you save money and water. We noticed your household used 30,402 gallons in June. SAWS is offering you a FREE WaterSaver Irrigation Consultation to help reduce your future summer bills.

SPECIAL BONUS: Visit www.trinityglenrose.com/landscape to check if you live in the Trinity Glen Rose District. After your consult, you may be eligible for a $50 coupon for landscape materials!

FREE WaterSaver Irrigation consultations typically help customers save thousands of gallons per month. The consultants we send to your home are plant and irrigation experts eager to help your landscape thrive year-round while saving money. During your one hour visit the consultant will:

- Meet you at your scheduled time and check your irrigation system to determine how it’s performing and evaluate existing landscape conditions.
- Review your irrigation controller settings to make sure they are set appropriately to meet your landscape goals and give you recommendations for year-round savings.
- Review irrigation rebates that may help you make water-saving changes to your irrigation system.
New Marketing: Flow Sensor Rebate

**How It Works**

**Step 1: Before You Buy**
Determine if you are eligible, review the participation agreement, and research the SAWS-approved devices.

**Step 2: Buy and Install**
You can purchase an eligible product at any retail location. One device is self-install while others require a plumber.

**Step 3: Apply for $150 Rebate**
Complete the rebate application. SAWS will verify the device was activated at the account’s location and mail your rebate check. Program funds are limited and applications will be processed on a first-come, first-served basis.

Water flow sensor devices record your water use and identify potential leaks in your system. Track your use and get peace of mind with help from our rebate program.

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### 4,396 customers with pool & >=$350,000 house

- 1,789 customers with email
- 453 receive print message about their pool
- 447 receive print message about their investment
- 443 receive email about their pool
- 446 receive email about their investment

### 2,607 customers without email

- 1,295 receive print message about pool
- 1,312 receive print message about their investment
Follow Up?
Email us for more details on our program designs & pilot programs

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martha.wright@saws.org
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